



California Corporations Commissioner

Dear NASAA Member:

In California, The Seniors Against Investment Fraud Program has helped us achieve a drastic reduction in the number of financial fraud crimes committed against the most vulnerable and targeted population – our older Californians. We are very proud that the SAIF Program has been chosen by the NASAA Investor Education Section as a model for other states and provinces to use to protect older Americans from investment fraud crimes.

This comprehensive manual, developed by the NASAA Senior Outreach project group, includes the tools and resources necessary to implement the SAIF Program in your state or province. With this Senior Outreach Program Tool Kit and Resource Guide, you will be able to effectively educate your seniors how to spot, stop, and avoid a variety of financial scams and teach them how to train their peers about investment fraud prevention.

All the materials you will need to start your own anti-fraud program based on the SAIF model are in this tool kit, including the rights to use the SAIF name and logo. If you are interested in using the SAIF materials, name, and logo please contact our Department or NASAA to obtain written authorization.

We encourage all state securities regulators to use our SAIF Program model to help fight against senior fraud crimes across the nation. For assistance or more information regarding the SAIF Program, please do not hesitate to contact the California Department of Corporations at (866) 275-2677 (866-ASK-CORP).

Sincerely,

A handwritten signature in black ink that reads "William P. Wood". The signature is written in a cursive, flowing style.

William P. Wood
California Corporations Commissioner

Senior Outreach Program SAIF Program Tool Kit LIST OF TOOLS



THE NUTS & BOLTS

- 1.1 Senior Fraud
Statistic Sheet

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YOUR PROGRAM DESIGN

- 2.1 Program Grant Proposal
- 2.2 Senior Caller Intake Form
- 2.3 SAIF Packet of materials
- 2.4 Be SAFE – Call SAIF Flyer
- 2.5 Senior SAIF Presentation

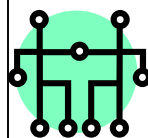
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YOUR IMPLEMENTATION



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- 6.2 Presenter Evaluation Form

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YOUR TOOL BOX

Complete List of Tools



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Senior Outreach Program

TOOL KIT & RESOURCE GUIDE



CALIFORNIA DEPARTMENT OF CORPORATIONS
SAIF (Seniors Against Investment Fraud) PROGRAM MODEL

By the
Senior Outreach Project Group
Investor Education Section
NASAA

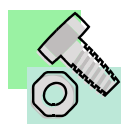


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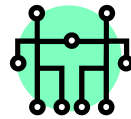


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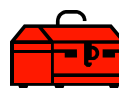


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ACKNOWLEDGMENTS

We are indebted to NASAA for making senior fraud prevention and education a top priority by establishing the Senior Outreach Project Group. Older citizens (seniors) are the number one target group for investment related schemes, and NASAA is working diligently to empower them with the tools, tips, and techniques necessary to make wise investment decisions. Thank you to all NASAA members for your commitment to senior fraud prevention and outreach through investor education.

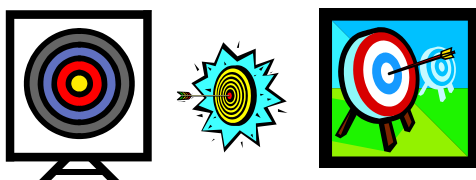
The California Department of Corporations has so generously allowed NASAA, and the states and provinces to use their tested and highly successful Seniors Against Investment Fraud (SAIF) Program model. This tool kit and resource guide would not exist, had it not been for the Department's creation of the innovative SAIF Program to be modeled after. We extend a very special acknowledgement and thank you to the Department of Corporations.

Karen Tyler, Chairperson of the NASAA Investor Education Section, has given unselfishly of her time and provided the group continuous support. She has always been available for any assistance and to answer all our questions. Without her leadership and support, this tool kit may not have been realized.

A very special thanks to the Volunte Centre of Toronto Canada for kindly allowing the California SAIF Program to use their highly comprehensive and effective ABCs of Fraud manual to develop the SAIF Volunteer Training Kit. Canada's modeled manual has trained over 3,000 SAIF Program volunteers. A special thank you also goes to the Ontario Securities Commission for their highly innovative Protect Your Money - Schemes, Scams and Flimflams Program model.

Creating a senior public outreach resource guide (tool kit) intended to reach a vast audience incurs many hours of time and effort. Putting together a comprehensive and well-structured resource guide is an important first step for all securities regulators to consider when developing and implementing a senior outreach program in their jurisdiction.

*"Most look up and admire the stars.
A champion climbs a mountain
and grabs one."*
- Unknown

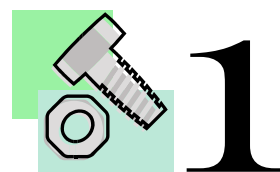


A. Fraud Targeting Seniors

Each year, more than 24 million persons become victims of over 38 million fraud and attempted fraud crimes. Additionally, the California Department of Corporations has determined that the monetary loss to investment related scams is ten times greater than to any other form of consumer fraud. The United States, with nearly 35 million older Americans -- or 1 in every 8, is experiencing an increase in investment fraud crimes targeted at this age group, due to the volatile stock markets, record low interest rates, advanced technology, and rising health care costs.

The rapid growth of the vulnerable senior population combined with the mass-marketing techniques used by financial predators in the marketplace today is driving up the number of fraudulent solicitations and activities. Older adults (seniors) are being targeted through the internet, mail, phone, in-home visits, and free "financial seminars" specifically tailored to large groups of seniors.

Unless seniors are armed with the educational tools necessary to identify the



NUTS & BOLTS

"red flags" of an investment solicitation – and how to actually spot, stop, and avoid fraud victimization – their chances of falling prey to these schemes are extremely high, if not inevitable. Research has found that the strongest predictor of *future* victimization is through analysis of *past* victimization statistics. Studies show that most victims are re-targeted by fraudulent solicitors engaging in a variety of unscrupulous activities. The victim's contact information may be sold to other fraudulent operators, allowing for ongoing targeting of all types of future fraud crimes.

The SAIF Program conducted an extensive statewide benchmark study in 2002 to assist in identifying key facts specific to senior perceptions, senior fraud trends, and the techniques to use to reach, teach, and protect seniors from fraud crimes.

Remarkably:

- ☐ Over 70% of people aged 50 and above have been approached fraudulently.
- ☐ 100% of professionals who work closely with seniors believe they will be re-victimized unless there is education intervention. 59% of seniors believe this.



- ❑ The average loss per older investment fraud victim is from \$12,500 - \$25,000.
- ❑ Most seniors will not share their financial information with their adult children.
- ❑ Over 65% of seniors have never visited a senior center and stated they won't.

Other studies show that elder financial fraud cases are drastically underreported. Many seniors do not report the crime because they are embarrassed, in denial that they were actually defrauded, or have a fear of

repercussion by their perpetrator. Another primary reason for not reporting is that many victims do not know which support resources are available to them or where they can turn for help. The SAIF study also determined that seniors feel most comfortable reporting crimes to both law enforcement and their trusted peers, not their adult children or other family members.

1.1



UNSCRUPULOUS PRACTICES



Unscrupulous salespersons take advantage of any and all opportunities to get seniors to invest in a variety of highly unsuitable and/or fraudulent financial transactions.

These “financial predators” almost always appear professional, are predatory in nature, and good at using high-pressured sales tactics. They know how to put a senior at ease and gain their trust with their important financial decisions.

Seniors who fall victim to a scam usually do so because they fail to ask enough questions, verify the information, and consult with someone they trust prior to making the investment.

Many seniors fall victim to an investment fraud scam because they are:

- Easily intimidated and will make an immediate and uninformed decision.
- Good mannered, trusting, and less apt to be rude.

- Want a better rate of return on their money.
- Impressed with fancy credentials and titles.
- Find it difficult to say no when the salesperson appears nice, friendly, and caring.

Financial predators use fear tactics to:

- Instill fear in seniors of running out of money and becoming a burden to their families.
- Inspire distrust in seniors of family members concerning their finances to keep seniors from disclosing the fraud.
- Prey upon the loneliness and isolation, and availability of some retired or widowed seniors.

B. Your Senior Audience



At the national level, seniors are considered any individual aged 65 and above. The SAIF Program does not consider individuals under 65 as seniors, but reaches out to all adults aged 50 and above because they are targeted aggressively by investment related scams. It will be important for your agency to define the age group of your core audience, and design your program accordingly.

Working to protect seniors from investment fraud crimes will be one of the most important and rewarding initiatives your agency will undertake. Therefore, you must gather as much information about your audience beforehand to effectively reach out to them and teach fraud prevention.

It is important to understand some “common thread” traits and characteristics specific to many older adults (seniors). Seniors are very unique, and it is impossible to categorize them into a “1 size fits all” methodology. However, for the purpose of assisting you to reach, teach, and protect seniors from financial fraud, understand that many seniors:

- ☐ Do not believe that fraud will happen to them.

- ☐ Do not consider themselves as “investors”.
- ☐ Expect you to value their privacy, confidentiality, and time.
- ☐ Expect a high level of service and responsiveness.
- ☐ Need information that is easily accessible and attainable.
- ☐ Trust and respect authority figures (i.e., government and law enforcement).
- ☐ Want to speak with a live person directly -- not a recorded message.
- ☐ Do not mind you asking their age or age *category*.
- ☐ Will not ask many questions for fear of appearing foolish.
- ☐ May not inform you of their victimization experience right away.
- ☐ Will tell others about their experience with your program -- good or bad.



C. Your Program Model!

The SAIF Program Model

REACH -- TEACH -- PROTECT!

The California Department of Corporation's Seniors Against Investment Fraud (SAIF) Program began in July 2001 and is federally funded by the Governor's Office of Criminal Justice Planning (now administered by the Office of Emergency Services). The SAIF Program operates on a \$400,000.00 annual budget to reach, teach, and protect over 8.5 million Californians aged 50 and above how to protect themselves from a variety of telemarketing and investment fraud crimes.

A lack of investment knowledge and predatory tactics creates a susceptibility to fraud among seniors. The only deterrent from fraud victimization is through awareness, prevention, and education. The SAIF Program is specifically designed to teach seniors how to spot, stop, and avoid a variety of fraud schemes and unsuitable high-pressure solicitations.

SAIF arms this age group with the information necessary to actually prevent fraud victimization, and empowers them to take the appropriate measures before they purchase any type of financial or investment product.

SPOT -- STOP -- AVOID!

SAIF is specifically designed to provide seniors with an easily accessible resource to verify the legitimacy of an individual and/or company with whom they are considering investing their money. SAIF helps the senior determine if the person or company is not licensed, the offer is a potential fraud scheme, and if vital information about the product has not been properly disclosed by the solicitor.

The SAIF Program operates at the grass-roots level, utilizing volunteers to go into communities and give SAIF presentations and disseminate outreach materials. SAIF volunteers include seniors, law enforcement, senior service providers, and advocacy groups.

SAIF is extremely instrumental in counseling the victim and connecting them with other appropriate valuable resources. Most importantly, SAIF has prevented thousands of seniors from becoming victims of multiple investment fraud schemes and has established itself as the number one trusted resource for vital financial investment information in California.



SAIF PROGRAM TOOL KIT

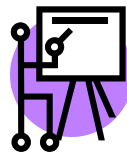
The SAIF program utilizes local governmental or non-profit Retired & Senior Volunteer Programs (RSVP) and similar organizations that assist in volunteer recruitment and training, and outreach material dissemination. The department's customer service call center is used to answer questions and investigate inquiries and complaints from seniors who contact SAIF.

The SAIF program is an invaluable shield against some of the most egregious fraud crimes that exist today, and your Senior Outreach Program can be just as successful within your specific jurisdictional area by applying the tips, tools, and techniques offered in this SAIF Tool Kit & Resource Guide.

The SAIF Program was *designed* using three primary methodologies:



REACH out to this generation;



TEACH them fraud prevention;



PROTECT them from fraud crimes.

The SAIF Program *teaches* seniors by using these tools:



SPOT the scam before it happens.



STOP the scam from happening.



AVOID the scam now and in the future.



“As one person I cannot change the world, but I can change the world of one person”.

~ Paul Shane Spear

D. You – The Advocate

Behind every highly effective program or service is someone who “advocates” for it. The word **advocate** is defined as *“one who pleads another’s cause, who helps another by defending or comforting him”*. You, the primary administrator for your new senior outreach program are “The Advocate”.

As the advocate, you will serve a critical role and “carry the flag” for all the stakeholders involved in your program. It is up to you to ensure that your target audience is being properly represented, their voices are heard, and their needs are being met through the service you will provide them.

In other words, you must be the voice, the eyes and ears, and the spirit of the entire operation. Some desirable qualifications specific to serving as an advocate are:

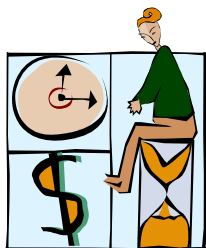
- ☐ Excellent “listening” skills;
- ☐ Compassionate driven;
- ☐ Dependable, loyal, poised, flexible;
- ☐ Ability to remain objective and unbiased;
- ☐ Ability to have a team player spirit;
- ☐ Ability to communicate effectively with all levels of professionals.

You - the advocate serve the most important role, as you will be the one your audience turns to, reaches out to, and

confides in to protect them from the devastation, grief, and anguish of fraud victimization. In your role as the “advocate”, you will reduce fear, anxiety, and frustration experienced by fraud victims who will contact you directly, making their negative experience less unpleasant.

When seniors have become victims of a fraud crime, they may experience severe emotional impacts they do not want to disclose to their family members, friends, or other professionals -- but will disclose to you. As the advocate, you are not sufficiently trained or expected to provide the victim direct counseling. However, some special assistance and services you can provide the victim is to:

- ☐ Express regret that the crime happened.
- ☐ Be available as a “sounding board” to listen.
- ☐ Assist them with filing a formal complaint.
- ☐ Provide referrals to service programs specialized to address their needs.
- ☐ Provide information to reduce their chances of re-victimization.
- ☐ Encourage them to consult someone they trust.



*“There is no substitute for
hard work.”*
- Thomas A. Edison

E. You – The Administrator

In addition to serving the “advocate” role, you will also be the primary Administrator and responsible for the day-to-day operations of your agency’s outreach program. As the primary Administrator, you can expect to handle many different and challenging tasks to ensure your program operates as effectively as possible. Some desirable qualifications necessary for any administrator are:

- ☐ Good public speaking skills;
- ☐ Handle with courtesy and tact a wide variety of public contacts;
- ☐ Communicate effectively;
- ☐ Ability to travel extensively;
- ☐ Proficient analytical skills;
- ☐ Ability to adjust to shifting priorities and varied work schedule;

- ☐ Ability to gain and maintain the confidence of all stakeholders.

Some other roles you may find yourself serving may be:

- ☐ Program designer and implementer
- ☐ Procurement manager
- ☐ Leader and coordinator
- ☐ Consensus builder
- ☐ Community organizer
- ☐ Needs assessor
- ☐ Trainer and evaluator
- ☐ Contract manager



*“A community is like a ship;
everyone ought to be prepared to
take the helm.”*

- **Unknown**

*“The great end of life is not
knowledge, but action.”*

The most important consideration in designing your senior outreach program is to “make the SAIF model work for you”. The SAIF Program model developed in California has been proven to work! However, the SAIF model may need to be modified slightly to more effectively reach, teach, and protect the seniors in your state or province.

A. Making your Model Work

Regardless of the size of your program, there are specific components your program must include to effectively meet the needs of any senior audience. The most important consideration to identify is *WHAT* specific services your program will provide.

For example, if you will just teach “investor” education, do not include the word “telemarketing” in your primary message. However, if telemarketing fraud is still a problem in your state or province, you may want to include this component in your message. The key is to offer services that you can actually provide and those most important to seniors -- and give your outreach program a name and identity.

2

YOUR PROGRAM DESIGN



Your program must at a minimum:

- ☐ Be easily accessible (one phone number, contact person).
- ☐ Provide optimum service.
- ☐ Serve the seniors’ needs first.
- ☐ Be able to provide valuable resources.
- ☐ Be responsive -- Return ALL phone calls in a timely manner.
- ☐ Have the internal commitment from all levels of staff.
- ☐ Provide a service and product seniors need and want.

If your agency has very limited resources to secure the establishment of a statewide outreach program, you may want to consider the following:

- ☐ Identify your limitations, and set realistic goals.
- ☐ Develop a message very specific to the services you can provide.



- ☐ Establish a realistic outreach schedule.
- ☐ Determine the best way to reach your demographic on a small scale.
- ☐ Utilize community and senior advocate leaders to assist in your outreach.
- ☐ Designate a small amount of funding to secure paid volunteer contractual services.
- ☐ Hire a consultant to assist you in your program implementation.

If your agency has secured enough resources to fully develop the SAIF program

statewide, your options are endless. The design of your senior outreach program should at a minimum, encompass the following:

- ☐ A well defined strategic or action-plan.
- ☐ Operate at the grass-roots level and locally.
- ☐ Allow for the utilization of a senior volunteer program.
- ☐ Include one toll-free phone number.
- ☐ A method for tracking activities and measuring your results.

B. Your Vision, Goals, & Objectives



The first step in establishing your outreach program is to put together a program road map or strategic plan (plan). Your plan should outline one primary goal (or vision), the major objectives to reach your goal -- and the steps you will take (or activities) to accomplish those objectives.

Your goal, objectives, and major activities may end up looking similar to the example outlined below:

2.1



GOAL: Continue leading and leveraging the educational effort throughout (*your specific state, province*) on senior investment fraud prevention, and teach seniors how to avoid becoming a victim.

Objective 1: Continue to work with all stakeholders to achieve the overall goals of the volunteer program and partner collaboration efforts.

Objective 2: Continue to enlist and train volunteers on a statewide level.

Activities: Expand volunteer activities to include (*AARP Chapters, Senior Volunteer projects, etc.*) who will serve as the lead coordinator to the volunteer trainers for their county, enlist and train volunteers, provide volunteer training sites, translation services, and distribute outreach supplies to the volunteer trainers.

Performance Measures:

1. Number of counties served.
2. Number of volunteer organizations involved.
3. Number of volunteers enlisted and trained.
4. Number of seniors educated.

C. Your Internal Partnerships



Your outreach program can only be a success if you create and establish important alliances “internally” before you reach out to your core audience “externally”. Designing and establishing an effective outreach program will require the utilization of internal staff that will become involved in the program in some capacity. The skills they bring to the program may be unrelated to education and public outreach, but they will be required to share their expertise in their specialized areas. Some organizational divisions you will work closely with are outlined below.



EXECUTIVE & POLICY DIVISIONS

In order to ensure the continued success of your outreach program you must keep your agency’s Director or Commissioner (Director) “in the loop” on all major program activities. The most important responsibility as the primary administrator is to always uphold and maintain the integrity of your Director and your agency.

During the program development phase, you should convey the goals, objectives and strategies you have identified. You should consider and research the ideas voiced by your Director, and realize they may want to have a direct hand in the implementation of the program.

Or, they may entrust you to implement the entire outreach program and simply want you to provide them with periodic updates. Remember, you need to get as much feedback from them during the strategic planning stage of your program, clarify all expectations, and set reporting procedures accordingly.

Once your outreach program has been designed and implemented, you should schedule time to sit down with a member of the executive staff or Director regularly and apprise them of the major activities of the program. You should be able to discuss the success of the program by tracking your program activities, and compiling your data.

Your Director may want you to prepare routine reports outlining the program’s success by the use of these measurements. These reports may be used for agency Board meetings, annual reports or newsletters.

Routine meetings are great opportunities to discuss scheduled upcoming events, volunteer activities, both internal and external issues, funding and new potential partnerships.

CALL CENTER DIVISION



Providing fraud prevention and educational services to seniors will require your agency to be equipped for incoming calls *before* your outreach program has been introduced to the public. As important as supplying the public with a toll-free number accessible anywhere in your state or province, is also ensuring the staff person(s) assigned to answer the incoming calls are properly trained to handle them.

As the senior public becomes aware of your program, the incoming calls to your agency will increase -- but not tenfold. In other



SAIF PROGRAM TOOL KIT

words, keep in mind that seniors do not invest their money every day, and experience has shown that seniors will most likely contact your agency for the following reasons:

- ☐ They heard of your program and want more information.
- ☐ They already have a problem or incident they want to report.
- ☐ They want materials sent to them.
- ☐ They want to enlist as a volunteer.
- ☐ They do not know which agency to contact, so they contact yours.
- ☐ They are “inquiring” about an individual and company as directed.
- ☐ They want to schedule a presentation.

Be prepared to receive a large increase of incoming calls if your program has generated extensive and recent media coverage, primarily through major news articles, television, radio, or community newsletters. Keep your call center informed of all major media coverage relating to your program.

EQUIPPING CALL CENTER STAFF

One of the most important aspects of your program will be the time and energy you spend to equip your call center staff to handle incoming calls from seniors. They will be the first point of contact for those your program serves.

Fraud takes on a variety of guises, and is ever changing. Therefore, it is critical for your call center to have up-to-date information on current patterns and trend solicitations. To assist in preparing your call center, at a minimum, the following should be included:

- ☐ Prepare a written “script” for use to handle incoming senior calls.
- ☐ Conduct one major staff training session, then quarterly training sessions.
- ☐ Keep them informed of program activities, recent scams, etc.
- ☐ Assist them to track statistical information necessary for your program.
- ☐ Establish an internal staff referral system (public affairs, enforcement division, etc.)

It will be important for your call center to be able to track statistical information which you will need to have available for major reporting activities, and in case you are required to secure future funding for your program. At a minimum, you should be tracking the increases of incoming calls from seniors and the purpose of their call to your department.

ENFORCEMENT DIVISION



As seniors begin to contact your program to inquire on a subject, or to report a potential scam, it will require the involvement of your Enforcement Division. Depending on the nature of the report, your agency may be required to use a multi-disciplinary approach by involving other enforcement agencies. This approach may enhance the activities towards gathering, maintaining, and sharing information in order to prosecute the offender and protect the senior victim from further victimization.

The incoming senior calls requiring action from your enforcement staff will most likely be:

1. To report and file a complaint **AFTER** they invested;



2. To inquire on a subject **BEFORE** they invest; or
3. To seek emergency assistance for a **CURRENT** situation.

SENIOR “COMPLAINT” CALLS

When a senior victim of a potential investment scam contacts your program to report it, it will be essential that your agency have a well-defined procedure in place to handle cases specific to seniors.

For example, your agency may want to modify its current incoming complaint policies and procedures, and institute a tracking system to better serve this unique clientele. Many regulatory agencies have set criteria for opening and pursuing cases (i.e. minimum monetary loss requirement).

As the program advocate and administrator, you may have to negotiate for a set of new policies and criteria requirements to better serve seniors.

As an example, the monetary loss reported may not be in the thousands of dollars, but to the elderly victim, who lives on a fixed income, the money lost was their entire life savings, and ALL they had to live on. Also, the financial predator may be targeting large numbers of seniors in one geographical area.

Your agency may want to designate one primary attorney and investigator to handle all senior related cases that come through your agency in order to better serve the client and allow for the tracking of senior cases and fraud information.

If the senior is contacting your program to file a complaint, you will need to determine if the complaint is within the jurisdiction of the agency you are representing. If not, you should be prepared to have a list of valuable resources available for directing the senior complainant to the appropriate entity that can assist them.

The following intake information will be important to gather, document, and collect:

2.2



- Senior's name, address, phone number and age.
- The nature of the complaint: Securities? Insurance? Home Repair? Legal?
- Determine the time frame. When did it occur?
- How was the complainant solicited?
- What is the company(s) name? Associated person's names? Address?
- Did the senior lose any money? How much? When?
- Is the senior planning to invest with the company/individual?
- Did the salesperson give the senior any written materials? Can these materials be provided?
- Has the senior spoken with any other agencies concerning their issue?

SENIOR “INQUIRY” CALLS

As you encourage seniors to phone in to your program and “inquire” on a company before investing, you will need to be prepared to handle the calls we will identify as “inquiries”. The SPOT, STOP, and AVOID tools will definitely come into play with these specific types of calls, such as:



SPOT

- 1 Gather as much information to determine **(SPOT)** a potential scam.
- 2 **SPOT** any and all “red flags” based on the solicitation.



STOP

- 1 Provide the senior as much information to **STOP** them from falling for the scam WITHOUT giving legal or financial advice.
- 2 Provide a “plan of action” for the senior (**STOP** and take their time, **STOP** and not make a decision today.)
- 3 Involve your enforcement staff to help **STOP** the transaction, take action, etc.



AVOID

- 1 Provide the senior the tools to **AVOID** current and future scams by mailing them your outreach materials.
 - 2 Ask that they share your program information with other seniors to **AVOID** becoming fraud victims
 - 3 Ask them to AVOID a scam by contacting your program in the future BEFORE they purchase any financial product.
- and encourage other seniors to report their victimization.

D. Your Outreach Materials



The SAIF Program has tested and identified the types of public outreach materials seniors find useful. The Department of Corporations has generously approved all NASAA members interested in instituting a SAIF Program to use any and all the SAIF materials found useful by the agency.

A variety of outreach materials and flyers can be produced to effectively convey critical information to target groups of seniors. The intent of the materials should be to provide a *simple*, straightforward message to older adults and encompass the topics listed below.

☐ What is Fraud?



☐ How to protect yourself?



☐ Who to report it to?



Keep in mind that seniors do NOT consider themselves as *investors*. It is highly recommended you design your materials so that seniors can apply your message to all potential fraudulent financial situations (i.e. working with an advisor, international lotteries, etc.)

A variety of other multi-language educational materials should also be developed. All outreach materials designed should remain consistent throughout the state/province, so you

can have an effective impact on your program identity and ensure your prevention message remains concise, consistent, and produces a long-term impact on those who hear it.

Part of the 2002 SAIF Study determined the type of outreach materials older adults would be enticed to pick up, read, study, and keep on hand for future use. The study findings showed that seniors want outreach materials that:



1. Send strong prevention “warnings”, rather than just “tips”;
2. Are innovative, bright in color, and grab their attention;
3. Contain no more than 5 or 6 key points;
4. Are at least in 12 to 14 size fonts.
5. Send a strong, but simple message.



Some innovative messages seniors consider excellent are:

- ☐ Seniors are getting scammed!
- ☐ Be fraud savvy together!
- ☐ It matters if you report!
- ☐ Find a “financial friend”!
- ☐ Seniors Beware!
- ☐ Check BEFORE you Invest!

The SAIF Program also promotes six steps seniors should take **before** investing:

DO NOT Invest
until you Check it Out!

DO NOT Invest
right away; Slow down
and take your time!

DO NOT be too trusting!
Remember, appearances can be
Deceiving.

DO NOT Invest
more than you can afford to lose!

DO NOT believe “guaranteed”
large rates of return on your
investment.

DO NOT Invest
until you complete the “Four C’s”:





The SAIF Program developed a SAIF 4- C Model for seniors to use before they purchase any type of financial product.

THE SAIF 4-C MODEL

- 1 - **C**all SAIF First!
- 2 - **C**onsider your Options.
- 3 - **C**ompare it to others.
- 4 - **C**onsult with someone you trust.

THE SAIF PACKET

The SAIF Program has available a packet of information (SAIF Packet), which is a compilation of all SAIF educational flyers in one concise and transparent package to be distributed.

If all your outreach flyers are combined for seniors to take with them as a “packet”, you will have greater success with them actually reading the information, keeping it for future use, and sharing it with their peers.

2.3



THE SAIF SLOGAN

The SAIF Program slogan and tagline message is to “**Be Safe – Call SAIF First!**” to *check* (rather than the word *investigate*) on the legitimacy of a financial product. This message has been highly effective to encourage seniors to call the toll-free number prior to investing in any financial product, and it is a message they easily remember.

2.4



E. Your Outreach Presentation

The topic of fraud is very broad and developing and giving public presentations on frauds and scams can be intimidating. In order to develop a presentation for you and your speakers to use, you must begin with a good knowledge base and framework. Your educational presentation should encompass the three primary tools:



Spot



Stop



Avoid

The most important factors to take into consideration when developing your senior presentation is to:

- ☐ Keep it simple and specific to the message of your program.
- ☐ Ensure a basic uniformity exists in all presentations.
- ☐ Remember that your volunteers and others will give the same presentation.
- ☐ Only talk about what you know!



The presentation should at a minimum encompass the following sections:

- ☐ Introduction (who you are, background, what you and your agency do);
- ☐ What is fraud? (**spot**)
- ☐ Victim Profiles
- ☐ Prevention Tips (**stop**)
- ☐ Future prevention steps (**avoid**)
- ☐ Local Resources Available

As the administrator, it will be important to become knowledgeable on different types of scams to serve different types of audiences. Remember that knowledge is power!

Seniors in urban or rural communities may be targeted for other types of scams unrelated to investment fraud (identify theft, predatory lending). This will require you to gain some knowledge to address these scams in addition to presenting your investment fraud prevention information.

In order to ensure uniformity among all your presenters and volunteers, you may want to develop a standardized program presentation (15 minutes in length) for all the speakers to use when giving presentations on behalf of your program.

**\$enior\$
are getting
\$CAMMED!**



2.5



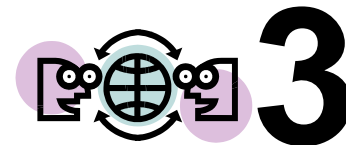


*Be kind and generous everyday
and volunteer. It's good for the
soul! - Unknown*

The SAIF 2002 Benchmark Study identified that seniors want to be educated by either other seniors or law enforcement when learning consumer fraud prevention information. Therefore, the SAIF Program was specifically designed to use seniors and law enforcement who serve as SAIF volunteers and reach out to this vulnerable population.

Given the potentially vast number of seniors needing fraud prevention information and education, and the diversity of their cultures and geographic locations, the use of volunteers networking with other volunteers has provided the most effective method of reaching the highest number of vulnerable seniors throughout any jurisdiction.

The use of volunteers will be one of the most important aspects of your outreach program, and enlisting, training, and maintaining volunteers is not an easy task to achieve – but well worth the effort you will put forth.



YOUR VOLUNTEER PROGRAM

Their primary purpose should be two-fold:

- 1** - To facilitate and foster community-based involvement.
- 2** - To reach, teach, and protect the seniors within their community.

It is important to remember that volunteers are unpaid stewards and are giving unselfishly to volunteer their time and energy to your important cause. They should be recognized, valued, and rewarded for their commitment and service as a volunteer. You will need to continually develop new partnerships with several different entities to obtain a regular stream of new volunteers, and be able to keep them motivated through the duration of their service.

Through the partnering agencies, senior groups, and volunteer trainers' efforts, new volunteers can be enlisted to serve and to carry the message to as many seniors as possible within their communities.



A. Enlisting & Training Your Volunteers

The volunteers should be interviewed and selected according to their desire to serve, willingness to devote their time and skills, and their ability to train others. The volunteers can come from a variety of geographical areas and should represent various ethnic and cultural groups.

TRAINING THE TRAINERS (VOLUNTEERS)

The volunteers must be trained in order to better understand their duties, responsibilities, and how to serve most effectively. As they will be responsible for providing the educational training programs in their home areas, it is important to devise a plan to ensure they are equipped to go into their communities and that they feel confident doing so.

The volunteer training sessions should be conducted at various sites around the state as needed with due consideration given to population density and travel distance. Each training session should be concluded in one day, and run no more than 2 hours in length.

Follow up sessions may be provided as needed and your program staff should be available to lend assistance to the volunteers. Once the volunteers feel comfortable, they can be expected to locate, schedule and conduct the presentations to specific groups in their home territories, and report their activities back on a monthly basis.



B. Your Volunteer Training Kit

The Volunteer Training Kit for the SAIF Program was generously offered and provided by the Canadian Volunteer Centre in Toronto, Canada during the development phase of the SAIF Program. It is the only one of its kind, and is complete to serve as your volunteers' primary training tool.

The SAIF Volunteer Training Kit has already been field tested by over 400 SAIF volunteers, and then slightly modified based on comments after they used the kit to teach other seniors in their community.

The training kit is available for your use and includes all the information necessary for your volunteers and partner agencies to use. The training kit contents include:

- ☐ What is Fraud
- ☐ Victim Profiles
- ☐ Prevention Tips
- ☐ Resource Agencies
- ☐ Glossary of Terms
- ☐ Building a Presentation
- ☐ Evaluation Forms
- ☐ Scripts for Trainers
- ☐ Exercise Tools
- ☐ Video and CD





In your efforts to enlist volunteers to serve your program, you will encounter situations where several potential volunteers will show a great interest to participate in the program, but have no interest in serving as a volunteer to give public presentations.

Your program should welcome all potential volunteer interests and establish a list of ways they may serve, such as:

- ☐ Disseminating outreach materials;
- ☐ Speaking one-on-one to potential victims;
- ☐ Visiting senior centers, police stations, and other facilities to raise program awareness;
- ☐ Volunteering to set up outreach events, answer phones, etc.
- ☐ Visiting media stations, city council meetings, and other civic organizations to raise awareness of your program.

Once the volunteer trainers have been trained, you can seek input from appropriate senior and multi-cultural groups to help you organize and develop the means to disseminate the information statewide.

Volunteer presentations should be made at any type of senior gathering. Your program partners can assist in setting up programs at senior centers and various community locations, and establishing sites where the volunteers can meet for various outreach activities.

These sites should be centrally located in communities identified with the greatest need and be easily accessible to seniors.



C. Utilizing Established Volunteer Programs

Some communities are easier to reach than others, and different techniques should be used based on the community's needs and geographical criteria. Each area of any state or province has senior volunteer programs already in the community who you may want to capture as partners for your volunteer outreach purposes.

Utilizing already well-established local, state, and national volunteer programs is highly recommended for a variety of reasons. These senior volunteer programs are very well structured, and have the unique ability to tap the experience, skills, and talents of older citizens to meet community challenges.

The SAIF Program determined that utilizing these well-established senior volunteer programs ensures the highest level of conformity, commitment, and service to attracting and retaining seniors to serve your volunteer program.

RSVP VOLUNTEER PROGRAMS

The SAIF Program has enlisted the paid services of local Retired and Senior Volunteer Programs (RSVP) throughout the state. RSVP is part of Senior Corps, administered under the Corporation of National Community Service (www.cns.gov), which serves as the leading federal organization for volunteerism.

The RSVP projects are a network of community based service programs that provide older adults the opportunity to apply their life experience to meet community needs. RSVP volunteers

serve in a diverse range of nonprofit organizations, public agencies, and faith-based groups.

RSVP is open to people aged 55 and over. Partners/Operations local organizations, both public and private, receive grants to sponsor and operate RSVP projects in their community.

These projects recruit seniors to serve from a few hours a month to almost full time, though the average commitment is four hours a week.

There are RSVP chapters across the nation, and utilizing these particular volunteer programs will prove to be very successful.

3.2



D. Your Volunteer Policies & Procedures

Working to educate seniors about senior fraud prevention requires a special understanding that seniors in particular, will assume that anyone serving under your program has already been “endorsed” by your agency and can absolutely be trusted.

It would be wonderful to include legitimate industry leaders to participate and share their expertise. But, it is highly recommended that you avoid this, due to the sensitivity of your anti-fraud outreach program.

Clear and strict policies and procedures should be in place and enforced in order to ensure your agency, volunteers, and members of the public are protected from any individual posing as a volunteer, just to gain a senior’s trust unscrupulously.

The following considerations should be followed:

Institute a policy that prevents anyone from serving as a volunteer if:

- ☐ They hold a professional license to give for-profit legal or financial advice to the public.
- ☐ They are a licensee and are regulated by your agency.
- ☐ Their program participation poses even the slightest perception to have a conflict of interest.

Other procedures you should consider are:

3.3



- ☐ Each potential volunteer must complete an application form, participation agreement, and attend a training session prior to them becoming volunteers.

3.4



- ☐ Track and identify every person who is serving as a volunteer. The application form will serve as a way to ensure that only appropriate individuals are serving as a volunteer under the program.
- ☐ A tracking form or database should be used to keep a record of all the volunteers serving your program.
- ☐ Volunteers should report their outreach activities on a monthly basis.
- ☐ You should submit a “conflict of interest” letter to each volunteer applicant unable to serve due to conflict of interest issues.

3.5





"You cannot shake hands with a clenched fist."

- **Gandhi**

The partnerships you will develop will include a variety of different entities, including volunteers and senior advocacy groups, public and private agencies, and non-profit organizations whose sole purpose is to serve the seniors within their geographical areas.

Making a commitment to build strong working relationships with a large number of these leaders will assist in the promotion of your program and the recruitment of new volunteers.

Without the collaboration and support of your new program partners and diverse volunteers, your ability to reach out to your audience will be severely limited, and you will not raise the level of awareness as you have expected.

A. Locating your Partners

You will find one of your program's greatest strengths is the time, energy, and creativity you put into networking with others to develop a strong partnership base.

The service your program provides older adults will undoubtedly be the only service of its kind in your state or province, and you can expect to receive a great response from any and all of

4



YOUR PARTNERS

those who find out about it.

Strong potential groups you may consider partnering with can include:

- ☐ Senior volunteers;
- ☐ Non-profit organizations;
- ☐ Senior service providers;
- ☐ Law enforcement;
- ☐ Adult protective services;
- ☐ Volunteer organizations;
- ☐ Local government;
- ☐ Community leaders;
- ☐ Victim family members.

4.1



Some ways to begin locating new program partners are:

- ☐ Mail out a program information letter.
- ☐ Co-sponsor other senior events.
- ☐ Hold annual "fraud fest" senior empowerment conferences.
- ☐ Create an internet page specifically devoted to your senior program.
- ☐ Create a statewide news group (List serves).
- ☐ Become a member of local senior and consumer coalitions.



Rather than “reinventing the wheel”, you should identify a large number of senior services located in your jurisdiction.

Once located, you can call and introduce yourself and schedule a meeting to discuss how your departments or organizations can best use their limited resources through working collaboratively together and reach both core audiences.

As you go into the community, remember to network. Networking is the most effective way to form relationships with people who have the information that you need to promote your outreach program and educate seniors about fraud.

By networking regularly, you can share ideas and information about how to maintain a win-win partnership with your program participants.



As a reminder: as your program becomes well known in the community, it may attract individuals and groups who want to attempt to “partner” for purposes of simply attempting to seek a “seal of approval”, and endorsement from your program. UUProceed with caution!

More

B. Your Key Partnerships

In your journey to locate and foster strong partnerships for the purposes of protecting seniors from fraud crimes, you will serve your program well by ensuring the following groups are actively involved in your program:

Local Better Business Bureau (BBB)

The SAIF Program identified that older adults (consumers) will contact the BBB before any other organization when inquiring on a company, or to file a complaint. You should partner with your local bureaus and inform them of your

program, the services you provide, and identify ways to work together effectively.

Also, when your agency takes an enforcement action against a subject targeting seniors, you should immediately inform the bureau. Also, seniors who contact your program to file a complaint should be encouraged to file one with their local bureau so the information can be shared with other seniors publicly.

Multi-jurisdictional Task Forces

Most states and provinces have well established elder abuse task forces or teams who meet regularly to share information to curtail fiduciary abuses targeting older adults. The tasks forces may include law enforcement, government, the private sector, and elder abuse professionals, who can help spread your message and the services you can provide.

Other Regulatory Agencies

More times than not, there will be overlapping jurisdictional authority relating to the senior victim cases that your agency is involved with. It is important to have a well-established partnership and open communication with the other regulatory agencies who are on board and familiar with your new outreach program.

Senior Service Organizations

There are several public and private organizations whose charge is to specifically serve seniors locally and statewide. These groups may include a Department of Aging, Area Agency on Aging, senior volunteer organizations, Adult Protective Services, and Senior Legal Aid Hotlines.

As you expand your outreach efforts, you will locate a variety of special individuals and groups who will be a great asset to your program.



*"Ideas won't keep- Something
must be done about them...."*

- **Alfred North Whitehead**

Implementing and marketing your new senior outreach program will not be as difficult as you may think. On the contrary, it will be the only one of its kind in your jurisdiction area -- therefore -- it will market itself!

If you have ever heard of the cliché "they will tell 10 people, then those people will tell 10 more people - and so on...." This will be the case when reaching out to your senior audience. If you have a quality product and service, seniors will tell other seniors about it and encourage them to use it also. This, however, can have a reverse effect.

If your product and service lack the quality you promote, seniors will tell other seniors about their negative experience with your program and discourage others from using it as a resource, which can have a far-reaching negative impact.



5

YOUR IMPLEMENTATION

A. Getting your Message Out!

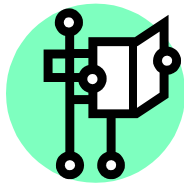
You should plan on promoting and marketing your program for the long term, rather than the short-term. In other words, it will take time for your program to become known on a local and statewide level, and your program name and message to get "branded" within the community.

Some promotional and marketing tools you will want to utilize are:

- ☐ Publicity - letters to senior centers, civic groups, libraries, city councils.
- ☐ Advertising - partner newsletters, volunteer programs, newspapers.
- ☐ Personal selling - Meet with groups and encourage them to participate.
- ☐ Community involvement - Become a member of committees, coalitions, task forces and other senior-advocacy driven venues.



B. Your Presentation Delivery



The role of any speaker is to facilitate discussion and increase awareness about frauds and scams in order to help seniors protect themselves.

Your job is to be well informed and able to help guide that discussion and bring about the important points to recognize and prevent fraud. A good golden rule of thumb is to “keep it simple” and “only talk about what you know”.

A speaker’s role is NOT to act as a confidante to any audience member or to act as an expert in the area of consumer fraud. In fact, all of your volunteers should begin their presentation by stating they “are not an expert on fraud”, but rather a volunteer talking about the dangers of scams and frauds.



C. Your Outreach Events

When conducting your outreach events, you will find that both large-scale and small-scale settings are extremely effective and your message will have a significant impact on all who hear it. The most important thing to remember is that your program should have a strong presence at the event, by

having an ability to draw the public to the information you have to offer.

At the very grass-roots levels, you may find a greater interest from the public. Also, the local media may be more responsive to smaller venues, and your chances to get your event covered in the local press can be much greater.

During your outreach events, you will find that most seniors who have been defrauded and are present will not stand up in front of the audience and announce their victimization experience.

You should always anticipate there being a potential victim in the audience who may want to confide in you after the presentation. This will provide the victim a comfortable setting to reveal their victimization experience, and a course of action they can take to formally report it.

Through comments or questions that are asked during presentations, you can possibly determine whether someone has been defrauded or is involved in a current scam situation. The key is to be easily accessible and available to them *after* the outreach event.

The impact your event will have on the senior community will be far reaching. You can count on receiving other requests for presentations based on your past events, and being invited to attend your partner’s annual events each year.

In order to ensure you have other events scheduled in advance, you may want to mark significant annual events (i.e., health fairs, expos) on your calendar for the next scheduled year.



PREPARING FOR YOUR EVENTS

When scheduling your senior outreach events, it is important to make sure you can accommodate the specific needs of an older audience. In order to prepare, ask yourself the following questions:

- ☐ What is the median age group?
- ☐ What is the demographic criterion of your audience? (i.e., rural, urban)?
- ☐ What is the financial sophistication level?
- ☐ What are the potential physical limitations?
- ☐ What are the potential hearing limitations?
- ☐ What are the potential visual limitations?

Other considerations specific to seniors:

- ☐ The time of the presentations: Many seniors will not travel at night, or in rush hour traffic.
- ☐ The facility location: Many seniors need adequate parking and accessibilities.
- ☐ The building logistics: Many seniors are sensitive to extreme temperatures.
- ☐ Adequate transportation: Many seniors are dependent upon assisted transportation.
- ☐ Acoustics: Many seniors are hearing sensitive.



D. Your Media Outreach

Developing an alliance with the media will be a valuable asset to your outreach program. Through the media, you can reach literally thousands of seniors instantly, notifying them of your program and how you can serve them effectively.

With so many worthy organizations and causes competing for free media attention, it is imperative that you understand the media and plan a strategy to ensure your story gets the attention it deserves. Timely

stories and ideas are considered news worthy when they involve local interest or commonality of a widespread topic. Taking advantage of national news and tying it in at a local angle can invite a lot of interest and success for your outreach program. In order to determine what type of media attention you wish to pursue, you will need to consider what will best reach your senior audience and the message you are conveying.



- ❑ **Newspapers:** While providing in-depth coverage of stories, newspapers include a variety of features including letters to the editor and opinions sections.

Not only can you get your message out but by monitoring the features sections, but you can also gauge the success of your program.

- ❑ **Television:** A vast audience can be reached through the airwaves; however, there is a lot of competition to get reporters to cover all worthy causes, not to mention the cost.

While television coverage can be expensive, there are also ways to have your message aired inexpensively through local news programs, public service announcements, talk shows and public affairs programs.

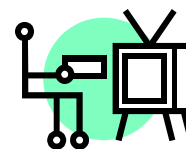
Radio: Radio stations usually tailor their programming to a specific audience. Some stations may also carry call-in programs and talk shows. Call your area's radio stations to determine which format is best suited for your outreach program.

Working with the media can be rewarding but in order to keep track of your contacts, you should develop a media contact list and keep it current. Your list should include:

- Local and regional newspapers
- Local television news and talk shows
- Local radio news and talk shows
- Regional magazines
- Special interest media, i.e. community newspapers

It is important to cultivate relationships with members of the media, and you may want to consider enlisting a few volunteers to utilize in this capacity.

Volunteers who are retired media personnel or community leaders may already have direct access to these potential media channels and can be utilized to foster relationships.



MEDIA TOOLS

- ❑ **Press (News) releases** are effective in print media for announcing an upcoming event or program or reporting news. The release is usually no more than one page, written as a news article and include who, what, where, when, why and how of the story – called the 5Ws and H format. This is the most commonly used media strategy.
- ❑ **Media (Press) Advisories** are in memo form and should be faxed to the media about 3-5 days prior to the event. The advisories also follow the 5Ws and H format and include an invitation to the event at the bottom of the release.
- ❑ **Press Conferences** are held to announce significant news. For example, a press conference can be called to announce the coalition or partnering of your Senior Outreach Program with other significant programs.

This type of publicity is more effective when well-known names and agencies are involved. A media advisory should be sent 3-5 days prior to the event with a follow up telephone call to those reporters you want to attend.



“If we could sell our experiences for what they cost us, we’d all be millionaires.”

- **Abigail van Buren**



6

YOUR PROGRAM EVALUATION

You have given countless hours of your time to the design, implementation, and management of your senior outreach program. You have enlisted, trained, and maintained an army of volunteers, educated a large number of seniors, and have good, strong partnerships in place.

Now is the challenge of determining if your program has had an impact on those it has reached. This section will help you to identify and document your program outcomes, activities, and indicators that will be evaluated to measure your overall program performance.

A. Tracking your Activities

One of the most important methods of evaluating your program will be the ability to track the *direct* services and information provided from your program staff, volunteers, and partners. This measurement will allow you to gather minimum tangible data to track the total number of:

- Program presentations;
- Seniors educated;
- Outreach materials disseminated;
- Volunteers enlisted and trained.

If you will be utilizing RSVP or other similar volunteer organizations, this task will be far less difficult, as part of their paid services will be to track all of their volunteer’s outreach activities and report the information back to you on a monthly basis. In order to keep this data manageable, you should develop a spreadsheet or a report outlining the information on a monthly basis, keeping a growing tally of the totals for the annual or fiscal year(s).

6.1





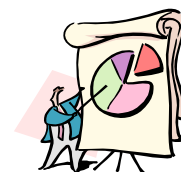
EVALUATION FORMS

6.2



A sure way to track and analyze the impact of the message you present to the public is to develop a Presentation Evaluation Form

for all your volunteer “presenters” to use during their public outreach events. After each presentation, they can have all the attendees complete the form and submit it back to the presenter. The presenter can then mail the forms to you for compilation. You should document and create a graph showing the percentage of answers for each question asked (i.e., did you find the information useful, did you learn to protect yourself from fraud).



B. Compiling & Analyzing your Data



One of the most important aspects of your outreach program is the data you will collect along the way. As your program is implemented, it is important to devise a system to compile and analyze the data you have collected. The more successful your program becomes, the more you will be asked for specific information such as:

- ☐ The problem with senior fraud in your jurisdiction;
- ☐ The impact of your program;
- ☐ The number of seniors reached;
- ☐ The total monetary loss to seniors;
- ☐ The total money saved to seniors.

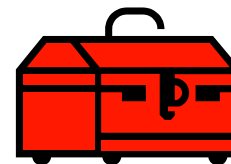
Conducting formal studies are the most efficient method to gain statistical data covering a wide area of topics. However, if this method is not feasible, you may want to consider the following:

- ☐ Develop a database to track tangible statistical data;
- ☐ Develop a questionnaire to be completed by seniors;
- ☐ Track incoming senior complaint information;
- ☐ Track money saved through your senior inquiry calls;
- ☐ Track increase of senior calls vs. before your program’s inception.



EXAMPLE:

Over a one-year period, SAIF tracked the money saved to seniors who contacted SAIF **immediately** prior to signing an investment contract and wanted to check the legitimacy of the product or **immediately after** they signed the contract. In each case, the senior became worried that the investment was being misrepresented or at a minimum, was not in their best interest. SAIF was able to assist the senior in identifying the “red flags” based on the solicitation, and confirm the legitimacy of the salesperson and company. Of the 28 seniors, most over the age of 70, SAIF saved in excess of \$10.5 million dollars.



7

YOUR PROGRAM TOOLBOX

*“The middle of every successful
project looks like a disaster.”*
- **Rosabeth Cantor**

A. Your Program Tools

There are a great number of program tools included in this section for your use to develop, implement, and administer your senior outreach program.

Please take the time to review and use the SAIF Program tools at your leisure.

We wish you the greatest success in your senior program outreach endeavors!





CONTACT SHEET

If your state securities agency is interested in instituting the Seniors Against Investment Fraud (SAIF) Program model, please contact either:



North American Securities Administrators Association, Inc.

750 First Street, N.E., Suite 1140

Washington, D.C. 20002

(202) 737-0900

Mr. Jerry Munk, Investor Education Manager



California Department of Corporations

Seniors Against Investment Fraud (SAIF) Program

1515 K Street, Suite 200

Sacramento, CA 95814

(866) 276-2677

The material contained in this Senior Outreach Program Tool Kit & Resource Guide was produced by the NASAA Senior Outreach Project Group, 2004.

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